

EDITORIAL

Dear readers,

You are now holding the next, already the third issue of a reviewed scientific journal *Financial Assets and Investing*. This issue is especially devoted to the latest knowledge and facts in the investment decision-making, which currently in the prevailing troubled times of financial and real markets belong among one of the most debated issues in finance.

Current issue consists of three scientific contributions. The first one is an article "What if" analysis which was written by Katarína Belanová dealing with the evaluation of investment opportunities. The second contribution was written by Zuzana Kalmárová and it deals with the financial analysis of two major British supermarket chains in view of assessing the suitability of investing. The third article was written by Javed Bin Kamal, and it discusses an optimal portfolio selection in selected market. All articles present highly topical themes, and fulfil one of the basic requirements currently imposed on the scientific articles from the financial sector.

Scientific journal *Financial Assets and Investing* has taken its position among professional journals dealing with the problems of the financial sector, investment, tax, accounting and corporate finance. I believe that the contributions contained in this issue will serve you, gentle readers, as a source of new knowledge in the field of finance and as further food for thought over the ever-changing development in finance and financial sector, as well as your other scientific research work within your educational and professional activities.

When reading and studying the content of the current journal issue, I wish you all the best!

Petr Valouch